

- Writing is slow when you can't see where you are headed.
- Writing is slow when you have too many choices and variations.
- Writing is slow when you are tired or stressed.
- Know yourself! Describe your unique characteristics, for example:
 - I need deadlines, or nothing happens
 - I have warm up disease (although I am getting better)
 - I frequently mistype 2-letter words and leave the "s" off of singular verbs
 - I'm much better off in the long-run if I spend time getting the lead right
 - I have "get ready to write" traditions
 - I write best mid-day
 - I can get on multi-hour rolls
- Before you write
 - Come up with a system for saving stuff you might use
 - Sort and label as best you can as you go
 - Use an editorial calendar
 - Mindmap, or sketch, or outline
- As you write
 - Get comfortable
 - Do it alone
 - Picture who you are writing it for in your mind
 - Find your hooks as fast as possible
 - Set a timer
 - "Write drunk, edit sober" – Ernest Hemingway
 - Know where to find your creative genie
- After you write
 - Prune all your random stuff back down in support of the hook
 - Cut it out, but don't throw it away. Save it in a "Cut From" file
 - We all write garbage. Get to know what yours looks like
 - Read it out loud and correct it as you talk
 - Save polishing for last (except for maybe the lead)
 - Stop tweaking. Publish!
- More ways to write faster
 - Repurpose in and out of your evergreen (i.e., always relevant) content
 - Recharge that cut content into something else
 - You don't need THAT much research

Source: NonprofitMarketingGuide.com